

# **Power Extension Cord Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Gauge Type (14 Gauge, 16 Gauge, 18 Gauge, and Others), By Application (Consumer Electronics, Home Appliances, Industrial Equipment, Medical Devices, Communication Infrastructure, and Others), By Distribution Channel (Online and Offline), By Material (PVC, Rubber, and TPE), By Region, By Competition, 2020-2030F**

<https://marketpublishers.com/r/PC9820E95D3DEN.html>

Date: July 2025

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: PC9820E95D3DEN

## **Abstracts**

### Market Overview

The Power Extension Cord Market was valued at USD 4.22 Billion in 2024 and is projected to reach USD 6.70 Billion by 2030, growing at a CAGR of 7.84%. This market includes the global production and sale of flexible electrical cables with connectors that extend power from fixed sockets to devices or appliances. Widely used in residential, commercial, and industrial settings, these cords offer practical power solutions for electronics, home appliances, industrial tools, IT setups, and construction sites. Their ability to support mobility and improve access to electricity in various environments makes them an essential part of modern infrastructure. Market expansion is driven by the increasing reliance on electronic devices, the rise of smart homes, and the growing need for multi-device connectivity in both home and professional settings.

### Key Market Drivers

#### Rising Adoption of Consumer Electronics and Smart Devices

The growing integration of electronics and smart devices in daily life is a major driver of the power extension cord market. From smartphones and tablets to smart home systems and entertainment equipment, the number of plug-in devices in homes and workplaces has increased rapidly. As a result, the demand for convenient power solutions such as extension cords has risen sharply. These products are especially valuable in urban homes, shared workspaces, and home offices where multiple devices require power simultaneously but available outlets are limited. Modern extension cords with built-in USB ports further enhance usability, eliminating the need for separate chargers. The widespread shift to remote work and online learning has also accelerated the setup of multifunctional personal workspaces, reinforcing the demand for versatile power extension solutions.

## Key Market Challenges

### Rising Safety Concerns and Stringent Regulatory Compliance

A key challenge for the power extension cord market lies in ensuring product safety and meeting increasingly stringent regulatory requirements. With more devices drawing power through extension cords, concerns over electric shocks, circuit overloads, and fire hazards have intensified. Regulatory standards vary across regions—such as UL in the U.S., CE in Europe, BIS in India, and CCC in China—making compliance complex for global manufacturers. These standards address aspects like insulation quality, grounding, current capacity, and protective features. For smaller manufacturers, meeting these diverse requirements while keeping costs in check can be difficult. Additionally, the presence of substandard or counterfeit cords in informal markets poses safety risks and undermines consumer confidence, impacting the credibility of legitimate brands.

## Key Market Trends

### Rising Demand for Smart and Connected Extension Cords

The market is experiencing a shift toward smart and connected extension cords integrated with technologies like Wi-Fi and Bluetooth. These next-generation cords enable features such as app-based control, real-time energy monitoring, scheduled power delivery, and built-in surge protection. Consumers are increasingly seeking power solutions that align with their connected lifestyles, especially in smart homes and digital workplaces. These intelligent products not only enhance user convenience but

also support energy efficiency and safety. Manufacturers are capitalizing on this trend by developing innovative extension cords compatible with voice assistants and smart home ecosystems, further differentiating their offerings in a competitive landscape.

### Key Market Players

Schneider Electric SE

Eaton Corporation plc

Siemens AG

General Electric Company (GE)

Belkin International, Inc.

ABB Ltd.

Hubbell Incorporated

Southwire Company, LLC

### Report Scope:

In this report, the Global Power Extension Cord Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Power Extension Cord Market, By Gauge Type:

14 Gauge

16 Gauge

18 Gauge

Others

Power Extension Cord Market, By Application:

Consumer Electronics

Home Appliances

Industrial Equipment

Medical Devices

Communication Infrastructure

Others

Power Extension Cord Market, By Distribution Channel:

Online

Offline

Power Extension Cord Market, By Material:

PVC

Rubber

TPE

Power Extension Cord Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Power Extension Cord Market.

### Available Customizations

Global Power Extension Cord Market report with the given Market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

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